

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Due Date: \_\_\_\_\_

**Sports Marketing**

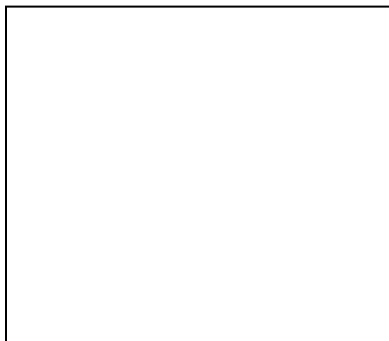
**Promotion Unit Project**

**Give Away Promotion**

In the area provided, plan out at least two Give Away Promotions for your event/team/sponsor. Describe the give away, determine how the products will be distributed, identify a specific advertiser/sponsor, and identify HOW that sponsor will earn ROI (enough to pay for the promotion and earn some amount of revenue). Also list how the team/event will benefit from the promotion and give away. You may use more than one page if necessary.

**Promotion # 1 with Sketch of Product**

Promotion Theme: \_\_\_\_\_ Give Away Item: \_\_\_\_\_



Description: \_\_\_\_\_

Method of Distribution: \_\_\_\_\_

Sponsor/Advertiser: \_\_\_\_\_

R.O.I. Opportunity: \_\_\_\_\_

Event/Team Benefit: \_\_\_\_\_

**Promotion # 2 with Sketch of Product**

Promotion Theme: \_\_\_\_\_ Give Away Item: \_\_\_\_\_



Description: \_\_\_\_\_

Method of Distribution: \_\_\_\_\_

Sponsor/Advertiser: \_\_\_\_\_

R.O.I. Opportunity: \_\_\_\_\_

Event/Team Benefit: \_\_\_\_\_

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Due Date: \_\_\_\_\_  
Sports Marketing Promotion Unit Project Give Away Promotion

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